

Caraway Tea Company launches Infusion Technology, merging tea and supplements for enhanced wellness

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Caraway Tea Company, a U.S. leader in private-label tea and supplement manufacturing, has unveiled a breakthrough in functional beverage innovation: the ability to infuse supplement powders directly into tea leaves. This new process creates high-performance blends that deliver the potency of supplements with the ritual and enjoyment of tea.

The company's proprietary blending method allows bioactive powders—such as collagen, ashwagandha, or mushroom extracts—to bond naturally to the leaf surface. This not only improves ingredient stability and flavour but also enhances nutrient absorption, making each cup more effective.

"We're merging the best of both worlds: the science of supplements and the tradition of tea," said Michael Caraway, COO of Caraway Tea Company. "Our new infusion method allows brands to create teas that truly perform—helping consumers experience real, functional benefits in every sip."

Caraway Tea's innovation meets growing consumer demand for functional beverages and clean-label wellness solutions. The process enables brands to develop purpose-driven blends such as:

Energy + Focus Matcha with L-theanine and Vitamin B12

Glow & Radiance White Tea with Collagen and Biotin

Immunity Herbal Blend featuring Astragalus and Vitamin C

Unlike traditional powdered drink mixes, these infused teas maintain smooth texture, natural flavour, and shelf stability—ideal for both retail and private-label partners looking to stand out in the rapidly expanding wellness market.